

Figure 1
Prior Art

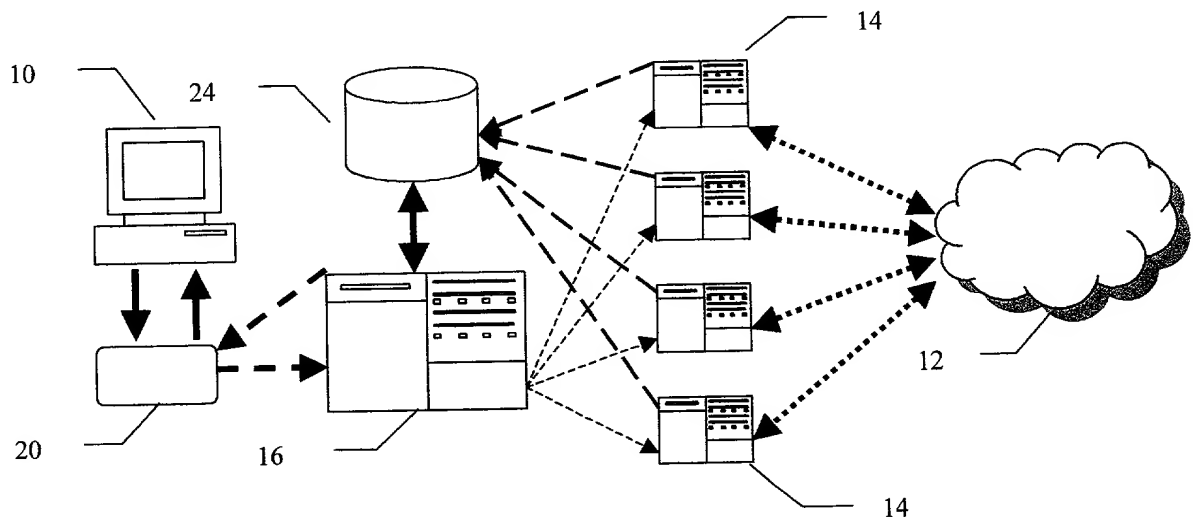


Figure 2
Prior Art

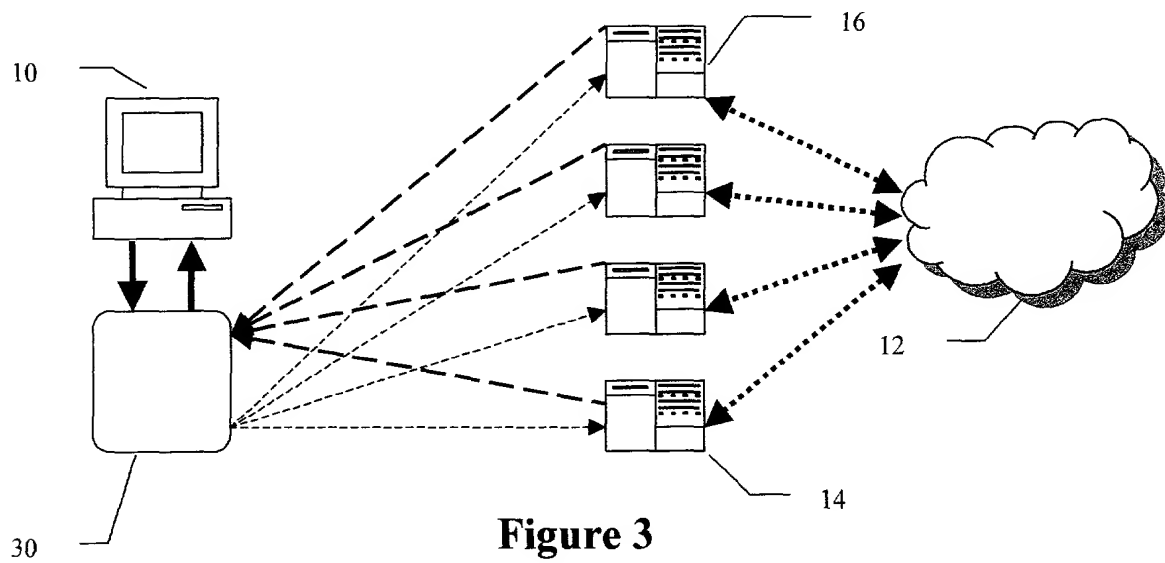


Figure 3
Prior Art

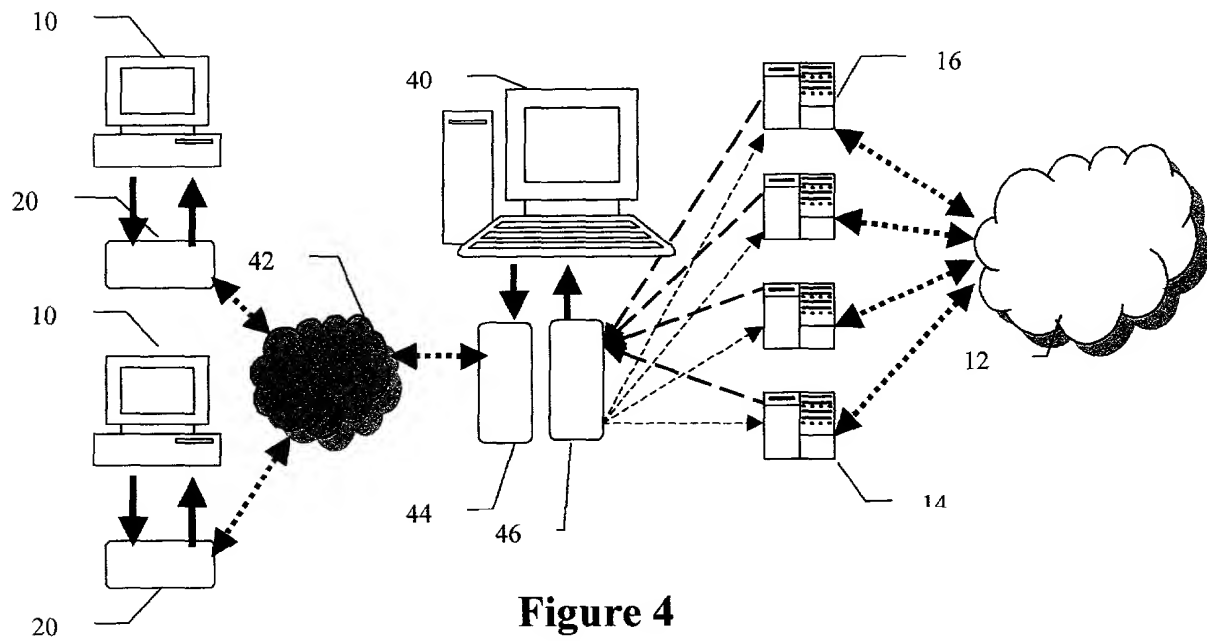


Figure 4
Prior Art

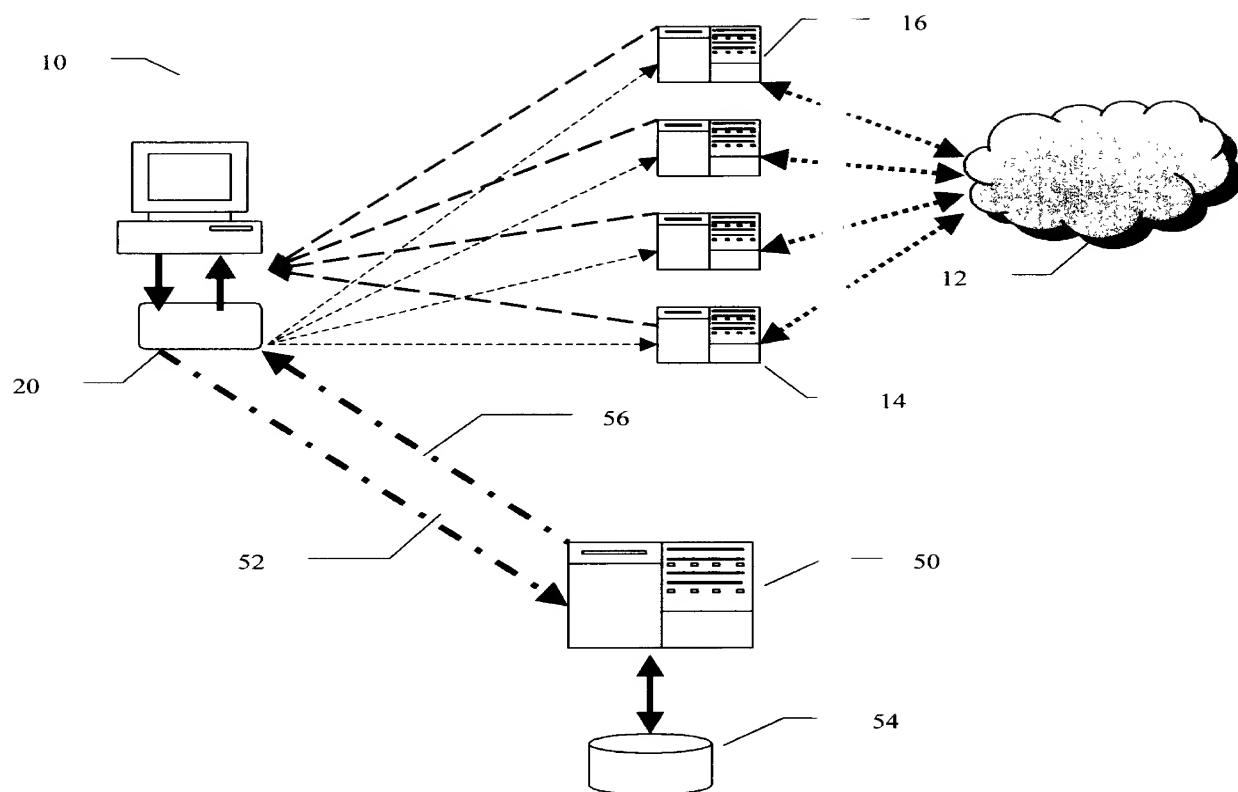


Figure 5

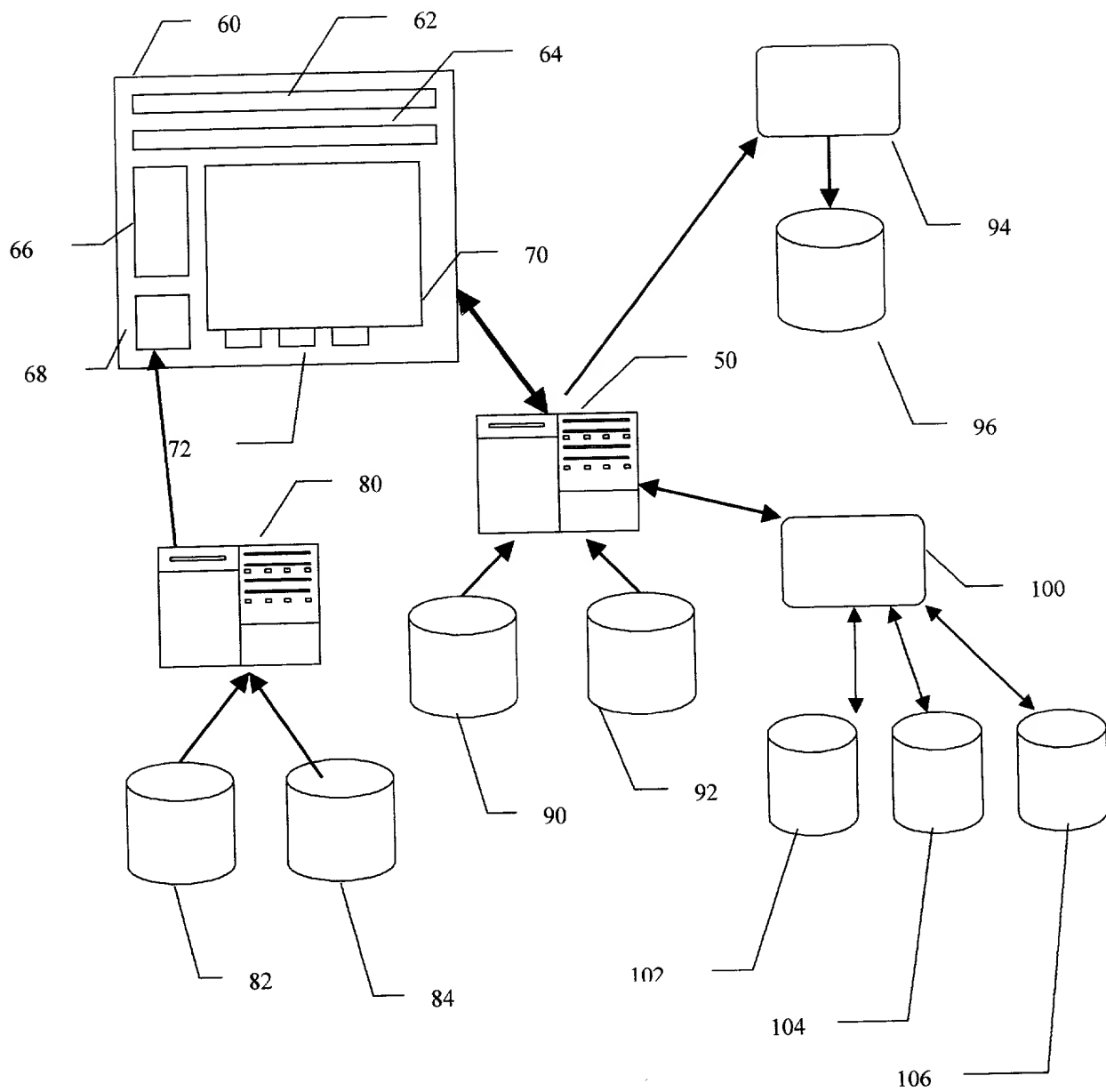


Figure 6

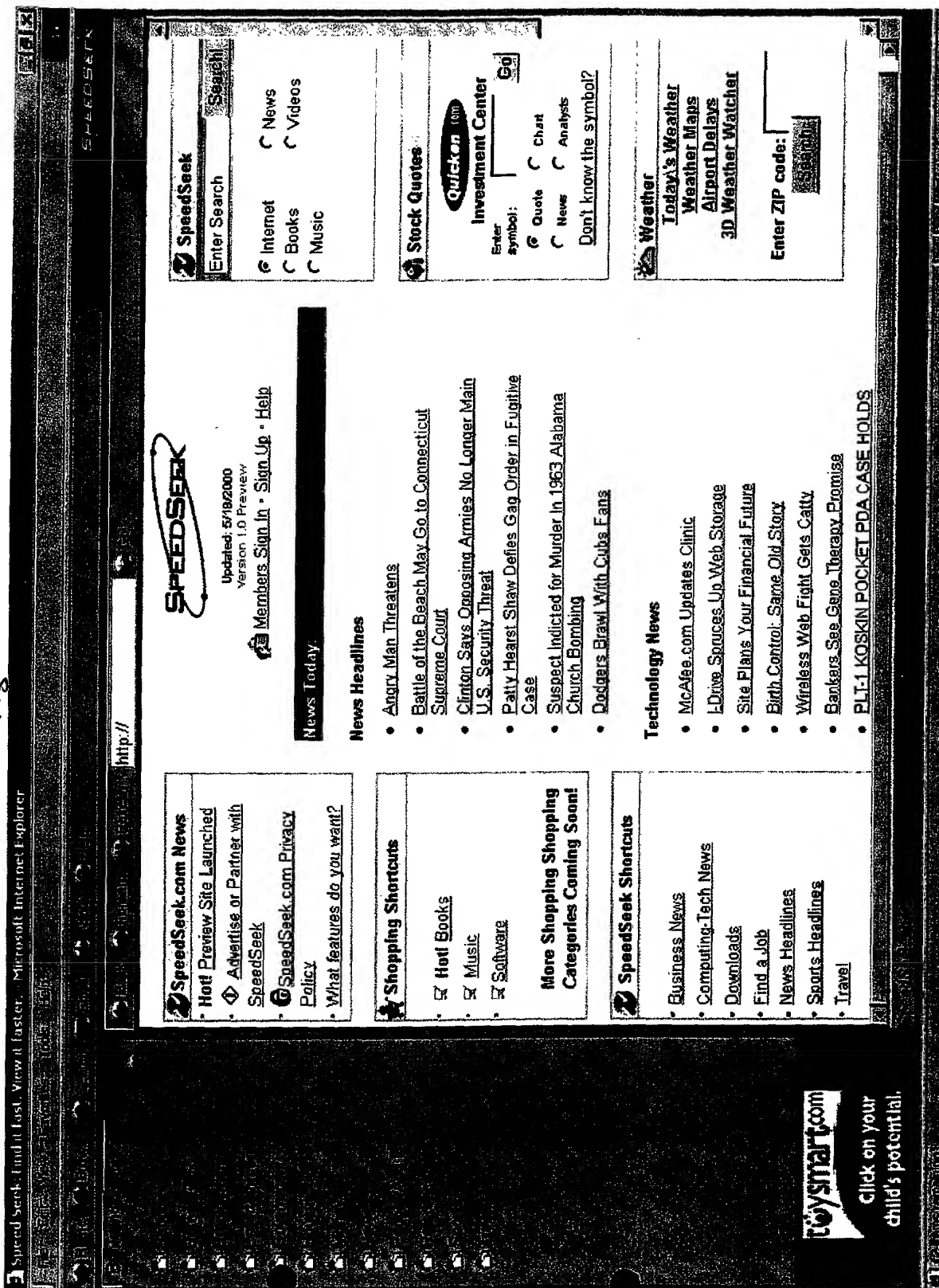


Figure 7

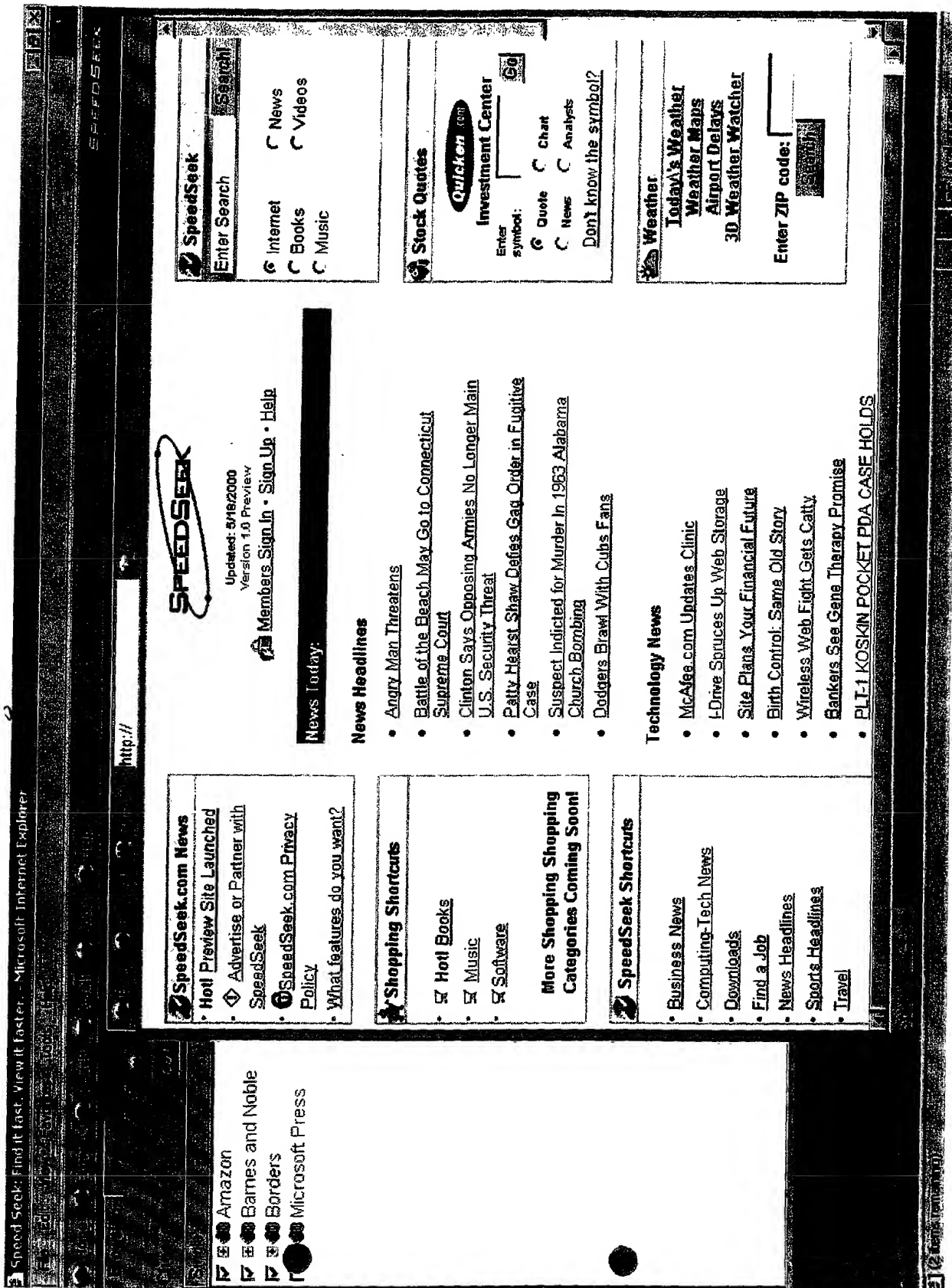


Figure 8

Figure 9

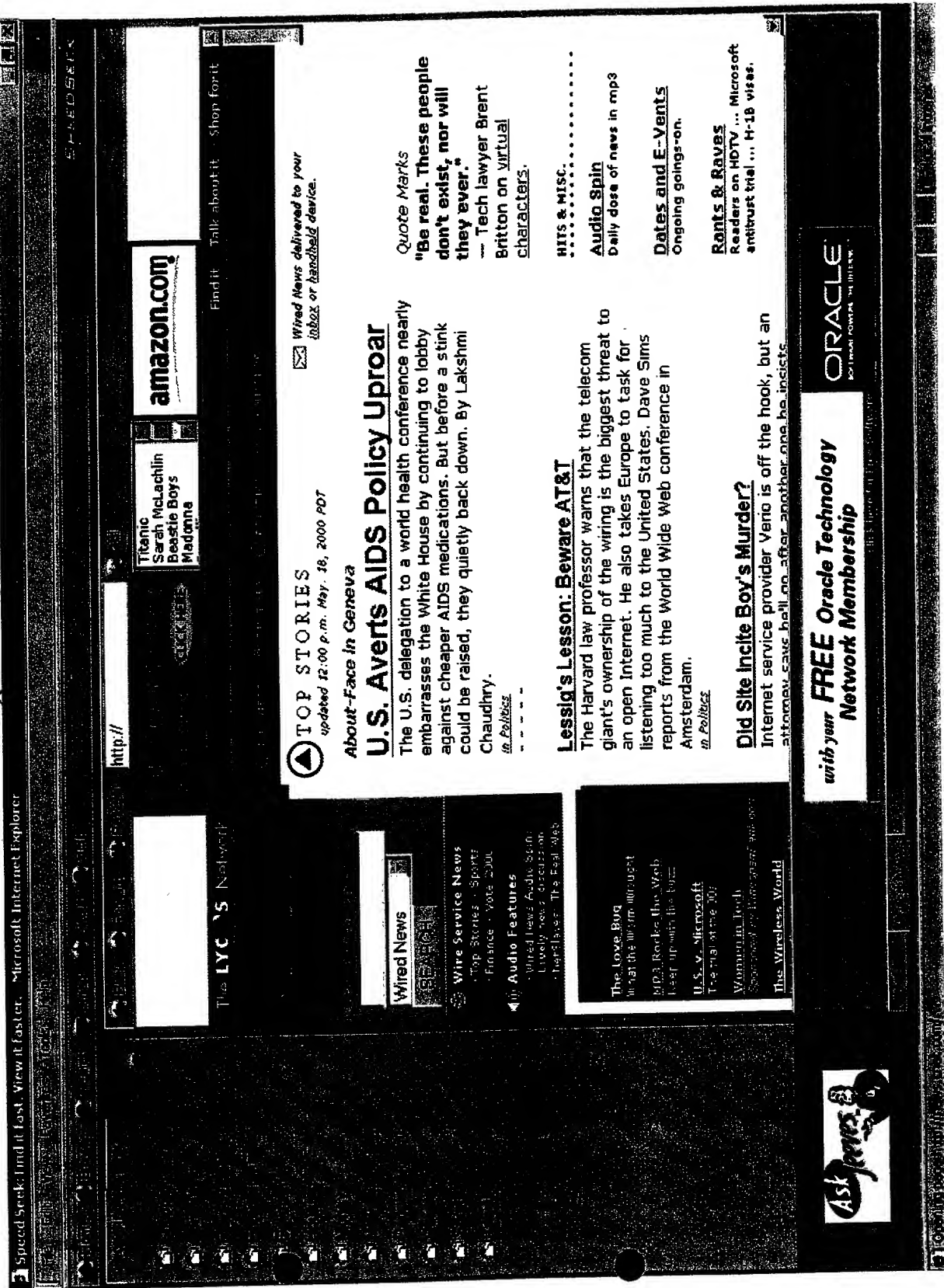


Figure 9

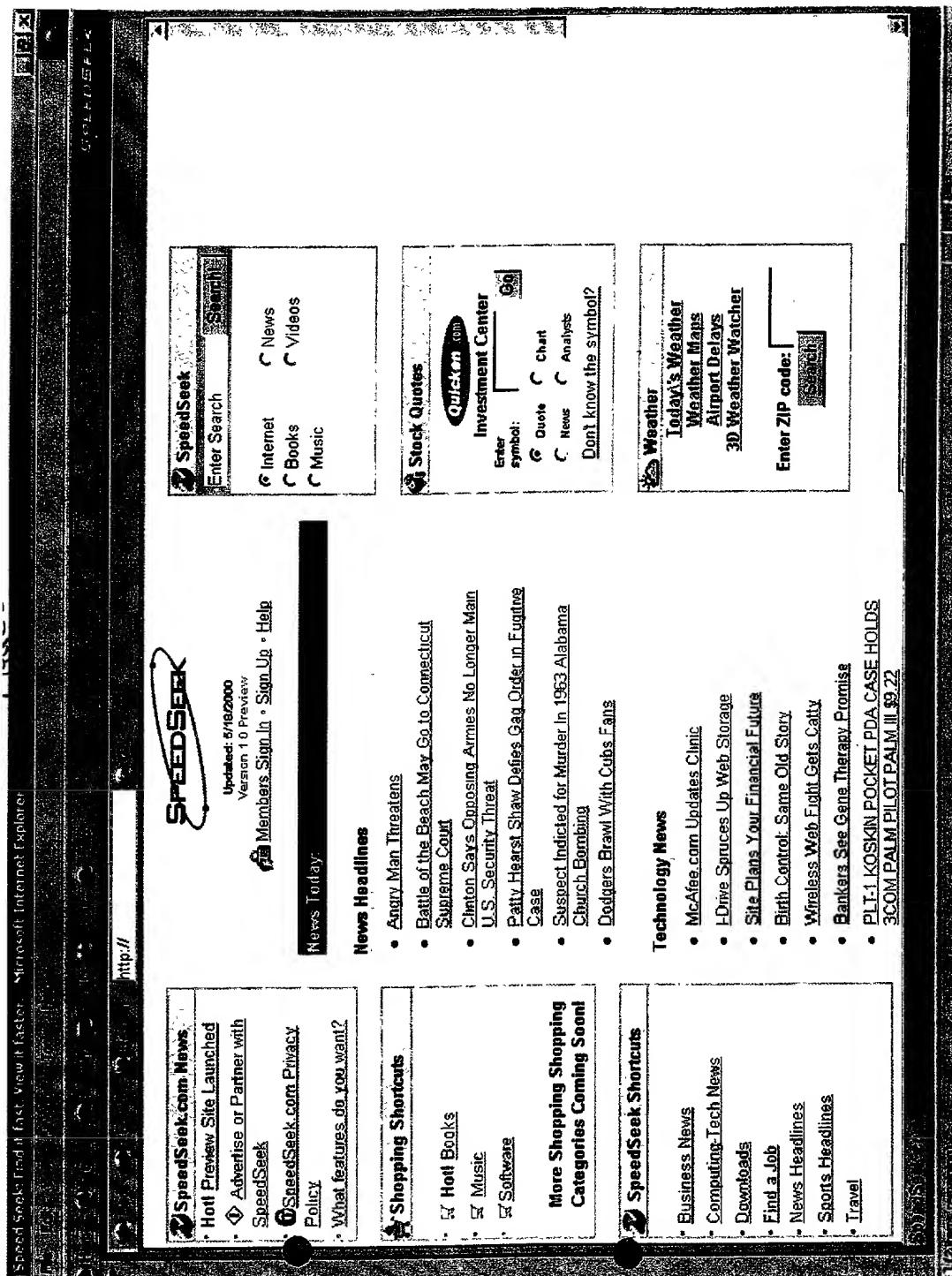


Figure 11

11/06/2000 10:56:53 AM

Speed Snek Find it fast. View it faster. Microsoft Internet Explorer

http://
amazon.com

Click Here!

amazon.com

HOW TO ORDER

Gift Ideas

DEALS OF THE DAY

Friends & Favorites

HELP

YOUR ACCOUNT

Auctions

Collectibles

zShops

Kitchen

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DVD & Video

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9,966%

How to Know God by Deepak Chopra

2,107%

Til Wa Outnumber

Auctions: props from *Beverly Hills 90210* and *Gladiator*, hot computer deals, [Amazon.com Outlet](#)

Bid on beautiful ceramics and glass in [sothebys.amazon.com](#).

Gifts for Grads

Celebrate!
Working hard has paid off. Now it's time to reward them. Give a hand-held computer, thoughtful read, or grad-friendly DVD or

zShops bargains: *Pokémon*, *Harry Potter*

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Search of the Day: *The X-Files*

BROWSE

- Books
- Music
- DVD & Video
- Electronics
- Software
- Toys
- Video Games

Amazon

Barnes and Noble

Borders

Microsoft Press

Figure 12

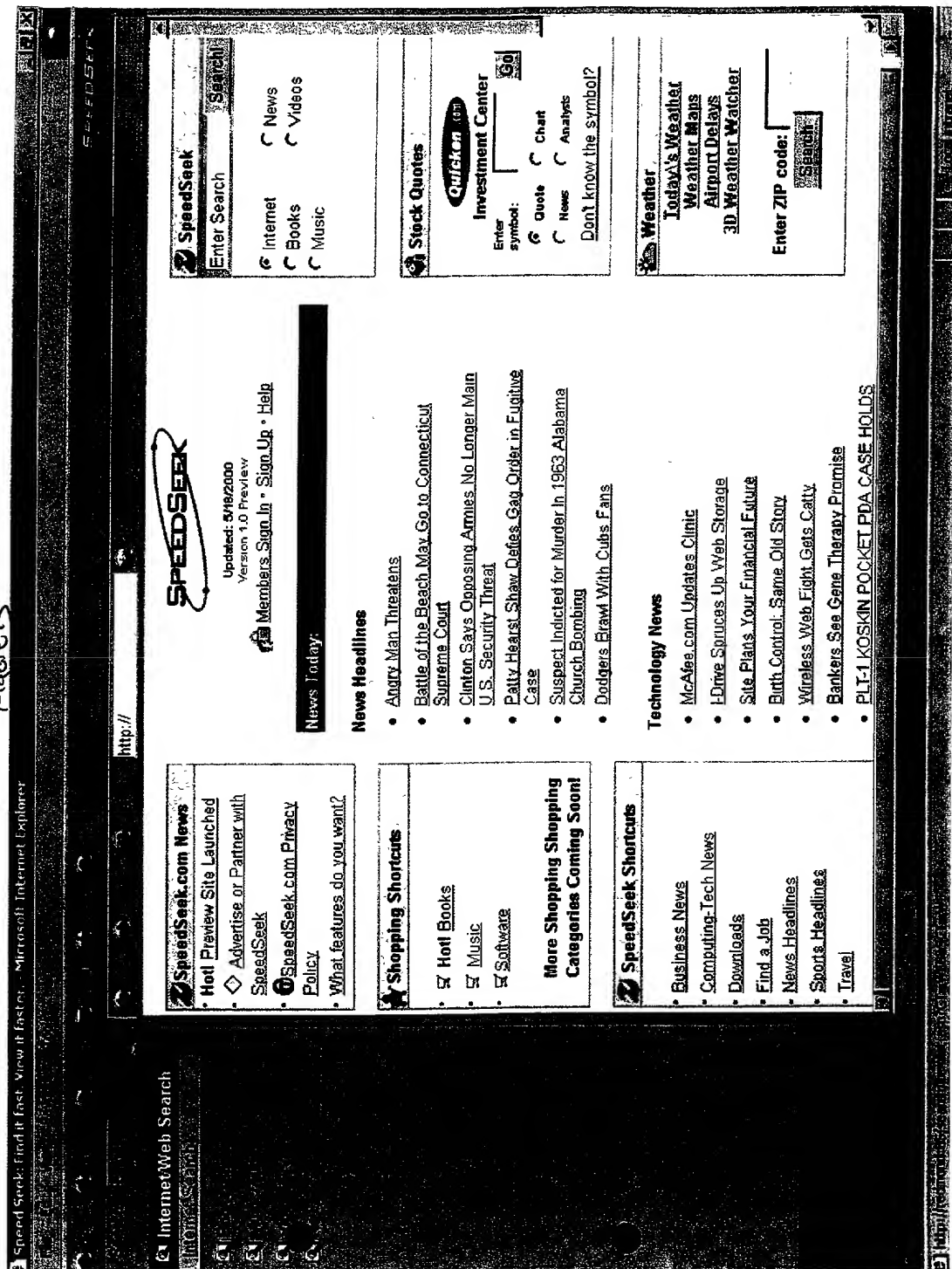


Figure 13

The screenshot displays the Goto.com homepage with a search bar at the top containing the word "Tomato". Below the search bar, a list of search results is shown, including "Alta Vista", "Direct Hit", "Excite", "Find What", "Hotbot", "Infoseek", "Lycos", "MSN", "Webcrawler", and "Yahoo". To the right of the search bar, there is a section titled "Find Low Fares! Travelocity best fare finder".

Below the search bar, there is a large banner for "25% off" with a "click here" link. To the right of the banner, there is a section titled "Search made simple." with a list of categories: Computing, Education & Career, Entertainment, Finance, Health, Homelife, Reference, Shopping, Travel, and Search Tips. Below this list, there is a section titled "You searched for Tomato." with a list of categories: Computing, Education & Career, Entertainment, Finance, Health, Homelife, Reference, Shopping, and Travel.

Below the "You searched for Tomato." section, there is a list of search results for "Tomato":

- Quality Seeds From Thompson and Morgan**
The world's largest illustrated printed seed catalog is now online. Packed with pictures and information about seeds with our famous germination guide, it offers secure shopping worldwide.
thompson-morgan.com (Cost to advertiser: \$0.23)
- Gardens Alive!**
Gardens Alive! offers high-quality lawn and garden products that work with nature. We have online secure ordering plus a pest and disease library with solutions to your gardening problems.
www.gardens-alive.com (Cost to advertiser: \$0.19)
- The Best Italian Food Market on the Web**
From pasta to tomato sauce, olive oil to sun dried tomatoes, roasted peppers to hot cherry peppers. This is the best Italian food market on the Web. Fast, easy and fun.
www.mylitalianmarket.com (Cost to advertiser: \$0.17)
- NetGrocer.com has Tomatoes**
NetGrocer.com - The one-stop site for your grocery and drugstore shopping needs! From foods and pharmaceuticals to pet supplies and paperbacks.
www.shop1-netgrocer.com (Cost to advertiser: \$0.15)
- Ask Us About Tomato**

At the bottom of the page, there is a section titled "Compare 1000s of products at Goto's new shopping site. Compare now!" with a "Compare now!" link.

Figure 14

Figure 15

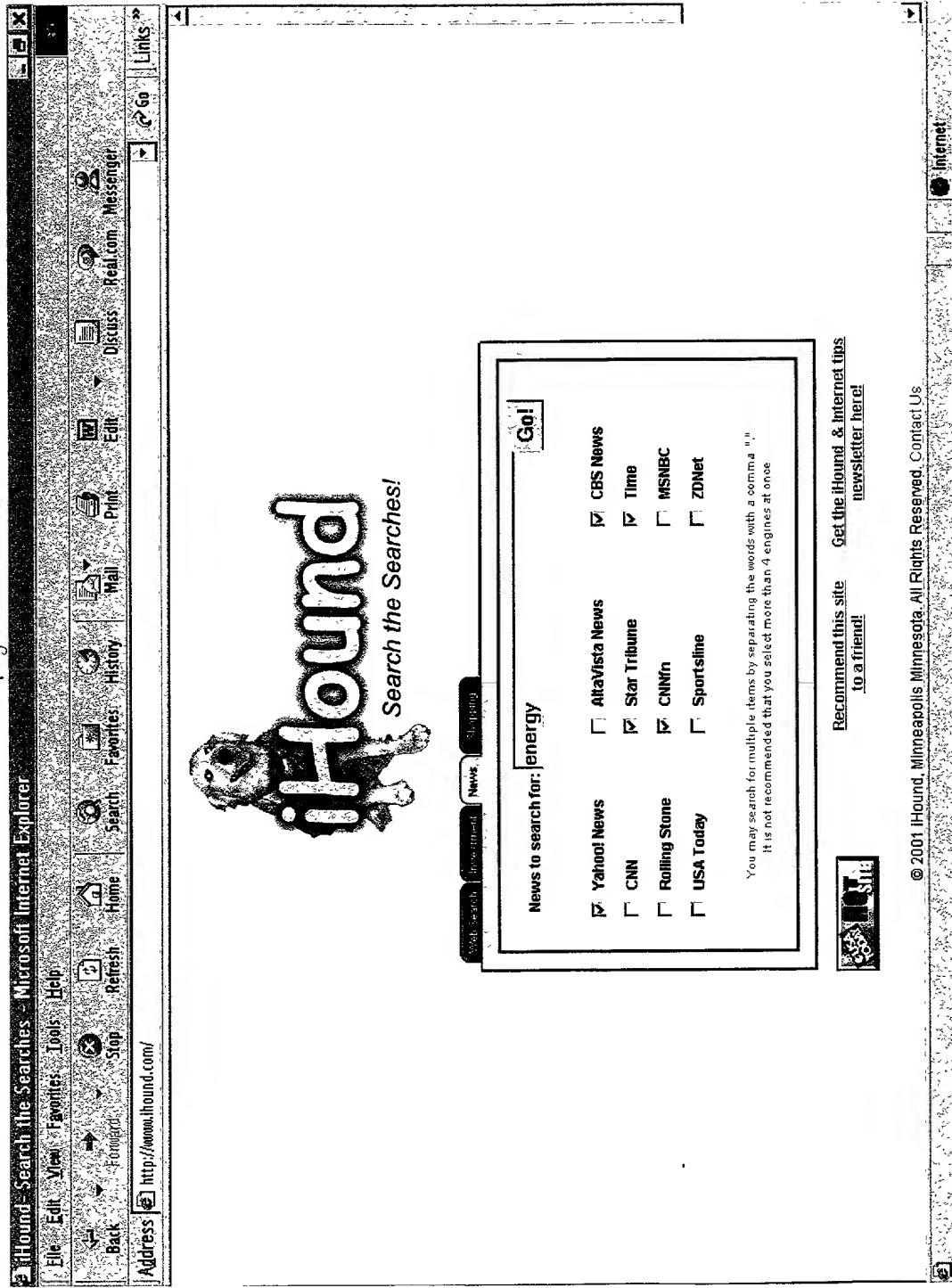


Figure 15

http://www.time.com/time/search/results?venue=1&summaries=yes&search_type=simple&query=mideast